

1 Abstract

2 Apparatus is provided by which a television viewer can view other images e.g.
3 during commercials or main program. For example, during a commercial, a viewer may
4 channel surf or surf the internet. A banner is provided on a viewing screen while the
5 viewer watches these other images. In this way the advertiser providing those
6 commercials can still reach those viewers who are channel or internet surfing. Also, the
7 banner will indicate to the viewer when the commercial is over and the normal
8 programming has resumed. In another embodiment, during the main program user can
9 activate one or more small commercial windows and position them on the screen based
10 on his preference, e.g. using a remote device. Information is communicated to a
11 broadcaster by the viewer's video system indicating the above-mentioned commercial
12 windows are open on the viewer's screen. When each commercial window is positioned
13 on the screen the viewer receives compensation based on the amount of time the
14 commercial windows are displaying commercials to the viewer. All or part of
15 commercial windows automatically close when a main commercial block starts. The
16 commercial windows automatically open when the main commercial block finishes.
17 In one embodiment, the viewer can turn the commercial windows ON/OFF on his
18 discretion